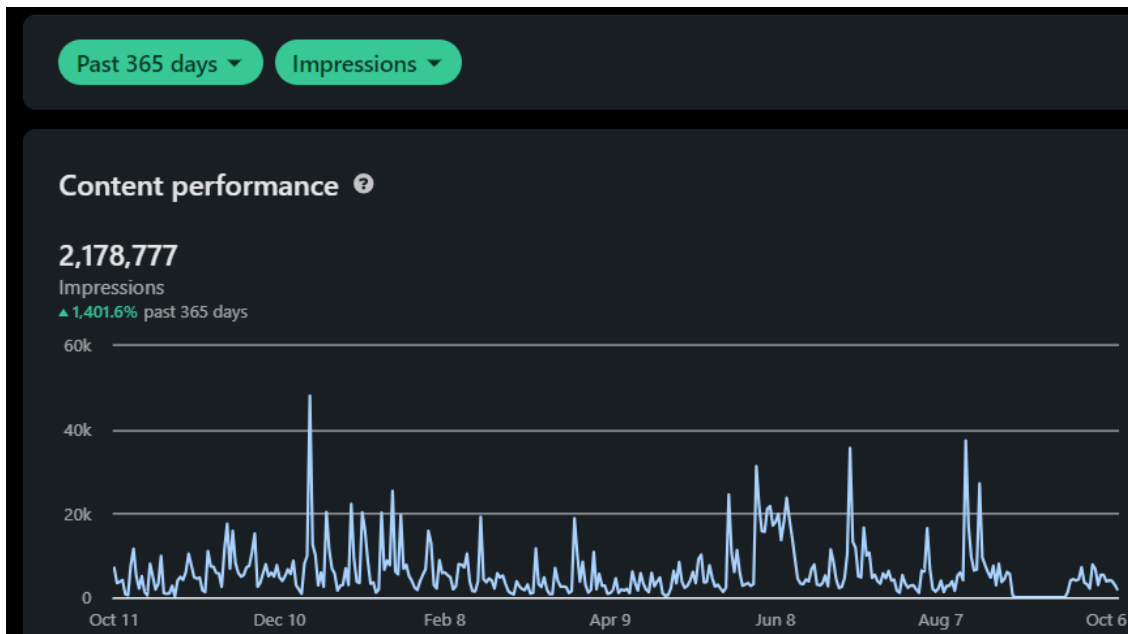




LinkedIn Mastery Training For Elite Marketers

By Zac Mason

What I did to get over 2 million impressions and generate 6 figures organically (*In the health and fitness niche*).



3 Pillars to LinkedIn Mastery

- 1) Profile Optimization
- 2) Network Expansion
- 3) Content Optimization

Profile Optimization

REALITY



Anakin Skywalker

Assistant to the Emperor

LinkedIn



Darth Vader, LORD

CEO, Death Star 1 & 2 |
Chief of Staff to the Supreme Chancellor |
Dark Lord of the Sith | Chosen One, Jedi Order |
Jedi Ghost | Ex-Jedi Knight |
Ex-General, Grand Army of the Republic |
Star Fighter Pilot | Podracing Prodigy |
Midichlorian Count Galaxy Record Holder |
Lobbyist | (Dark) Thought Leader | Activist |
Force Phenom | Inventor | Lightsabersmith |
Husband to Senator Amidala |
Father to a princess, which technically makes me a King |
Father, Luke's Father | Child of a Virgin Birth |
One-and-only Jedi Master Turn Sith Lord Turn Jedi Ghost

Which is better?

Profile Optimization

Banner optimised for mobile view

Real name

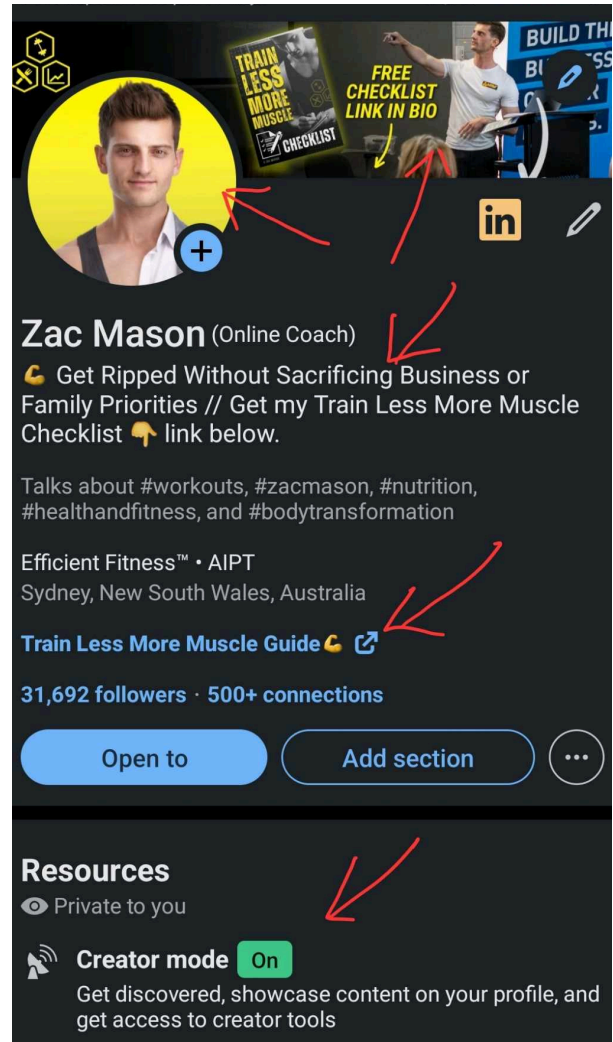
Bio statement + CTA

Business name

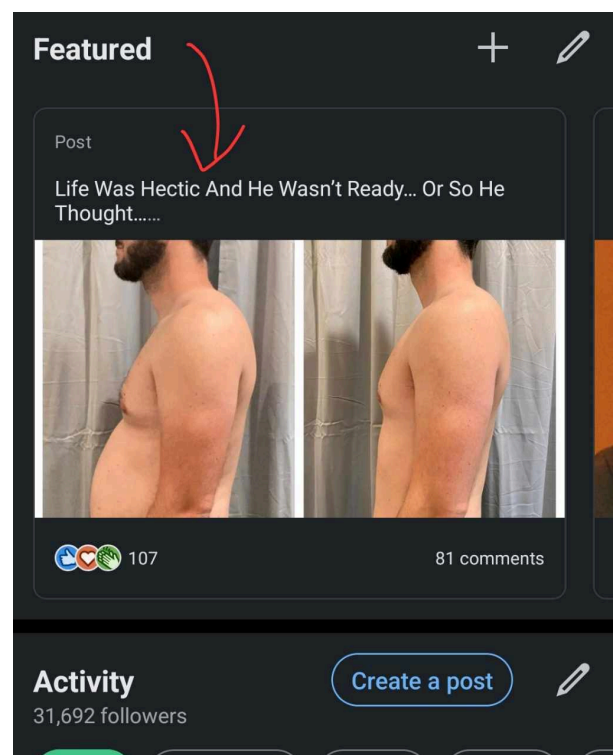
Website link

Activate creator mode

Premium account for SalesNav.



Featured section



About section

Experience (Business details)


Education

Recommendations


About

In 2013, I hit rock bottom.

The stress of working 60+hrs in a startup company lead me to eat and drink more to take the edge off.... see more

 **Top skills**
Performance Enhancement • Weight Management • Strength & Conditioning • Coaching • Nutrition



Experience




Online Health and Fitness Coach
Efficient Fitness™ • Self-employed
Jan 2017 - Present • 6 yrs 10 mos
Australia • Remote

Too Busy For Strict Yo-Yo Diets & Hardcore Workouts?... see more

Skills: Performance Enhancement • Personal Development • Strength & Conditioning... see more




Education




AIPT
CERT III & IV In Fitness, Personal Training


Recommendations

Received Given



Martin Driene  · 1st
MD Brick and Pallet Tracker.
April 21, 2023, Martin was Zac's client

I found Zac on LI. Purley by chance but his content was what caught my eye. Having been pretty fit when I was younger (ahh those were the days) I felt that I needed a little push. I had also used coaches before so working with an online coach was not foreign. So I messaged Zac to have a discussion. Zac is a little different, in that he is very patient, is data-driven and ha... see more



Leigh Davidson · 1st
Principal Solicitor & Managing Director at Advantage Legal | Accredited Specialist in Personal Injury Law | GAICD
February 26, 2023, Leigh worked with Zac but they were at different companies

I was looking to enhance my knowledge of

Network Expansion

**They accepted
my LinkedIn
connection
request**



**The replied to
my message**



**They want to
book a meeting**



SalesNav search for targeting

Got it

SALES NAVIGATOR
 Home Accounts Leads Messaging

Lead Account
< Collapse

Select all Add to list Remove from all lists

Chief Executive Officer, Sydney, N... (3 filters) Get notified of new lead results

Company	Personal
Company headcount + Current company + + UNSW(37) Past company + Company type + Company headquarters location +	Connection 2nd Degree Connections X + Geography Sydney, New South Wales, Australia X + + Central Coast, New South Wales, A... (4K+) Industry + Years of experience + Connections of + Groups + First name + Last name + Profile language + TeamLink connections of +

Role
Current job title - Chief Executive Officer X <input type="text" value="Add current titles"/> Past job title + Function + + Business Development (6K+)

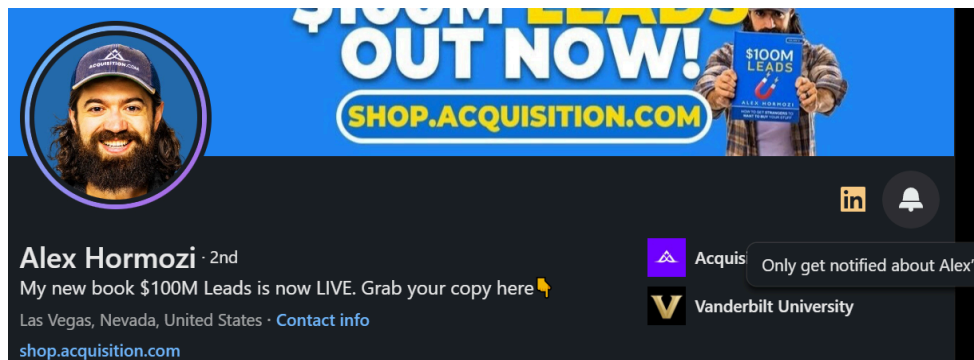
☐ Leigh Cowan · 2nd In · Saved
CEO & Strategic Planning Director · Leadership Empowerment Pty Ltd
Sydney, New South Wales, Australia
20 years in role | 20 years in company
About: help@leadershipempowerment.com.au +61 411 656 666 Helping businesses draft or build mi
252 mutual connections Shared groups 2 recent posts on LinkedIn

☐ Liam Holland · 2nd
Chief Executive Officer · marketdigital.
Ultimo, New South Wales, Australia
7 months in role | 7 months in company
About: As the Founder and CEO, my purpose is to simplify digital marketing for Australian small businesses,
27 mutual connections Shared groups

☐ Leigh Kildley · 2nd In
Chief Executive Officer · ASHFIELD BAPTIST HOMES LTD
Ashfield, New South Wales, Australia
10 years in role | 10 years in company
About: An experienced CEO and Board Director with significant management experience in Health and Aged
21 mutual connections

☐ SAIFON CHITDEE · 2nd
FOUNDER/CEO · MAJESTY AI
Greater Sydney Area
2 years 11 months in role | 2 years 11 months in company

Influencer engagement

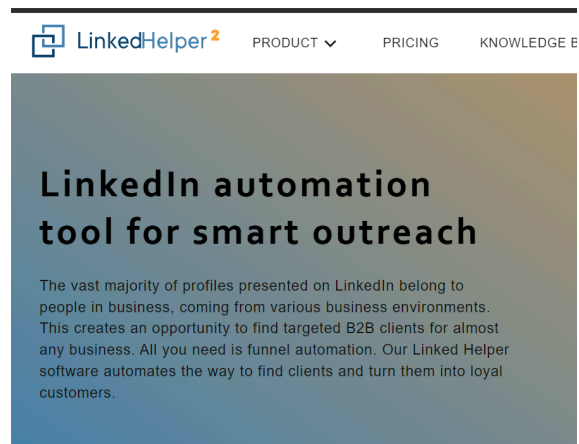


- Make a list of top people who get high engagement in your niche
- Follow them (turn on notifications)
- Engage with their content
- Genuine comment
- Engage with others' comments if applicable.
- Follow them if appropriate
 - Go to their profile and engage with their content
- Repeat daily = become familiar = they follow back.

DM's

Various software = automated messaging.

I tested 150 messages per day, results weren't worth the risk. Got restricted for 3 weeks. Maybe better for B2B.



DM new followers/connections = simple thank you msg.

Content Optimization

Consistent posting
= Daily helps to see what works.

Check influencers /
Tweet Hunter (Twitter) for
trending ideas

Viral videos

Text + Image posts

Polls

Videos

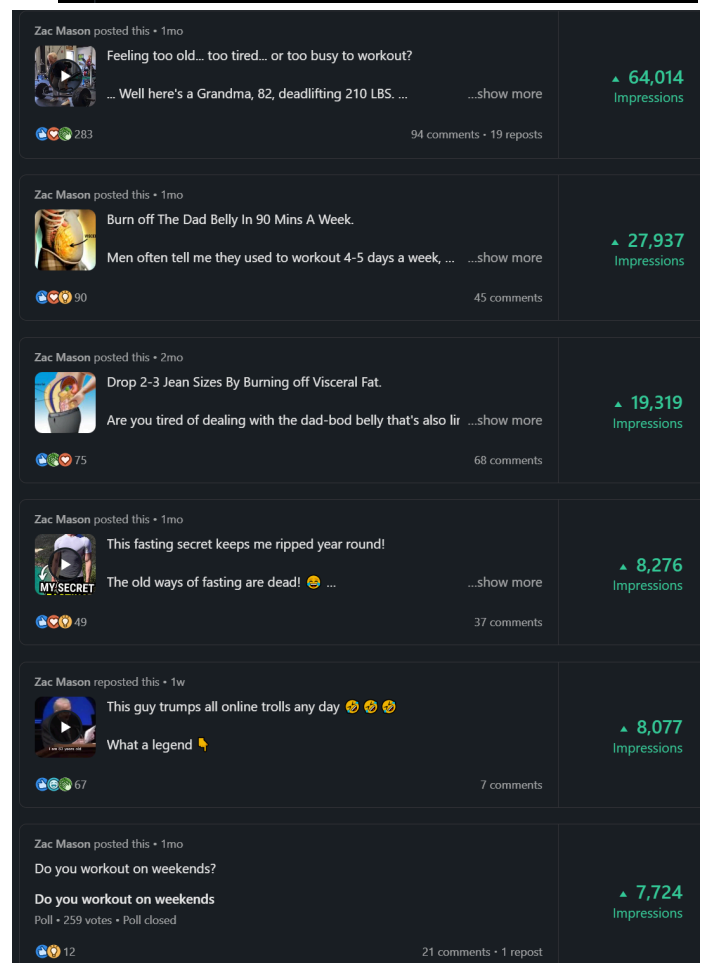
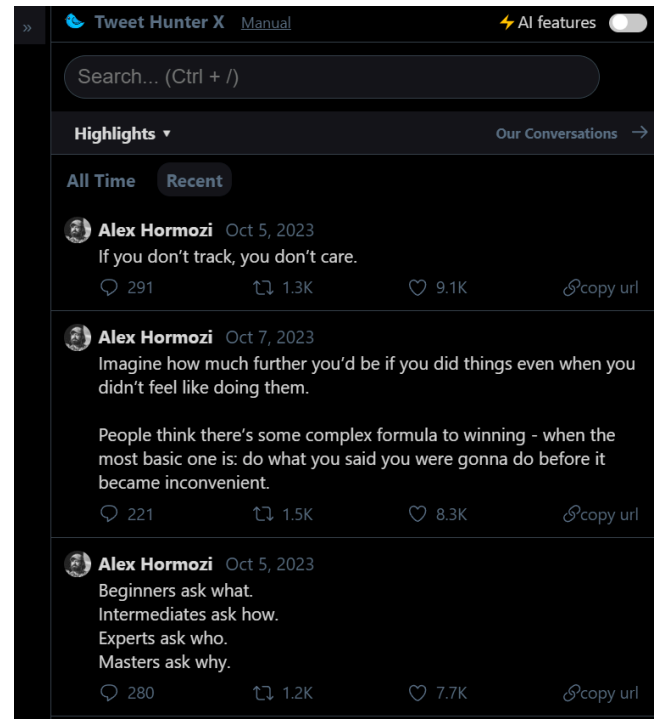
Carousel posts

CTA

- Link in comments
- Ask a question

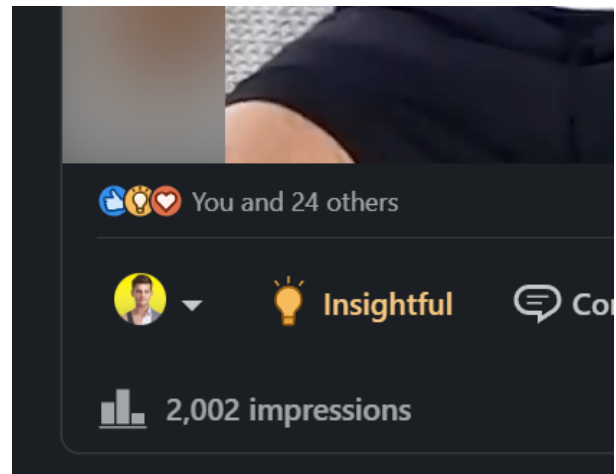
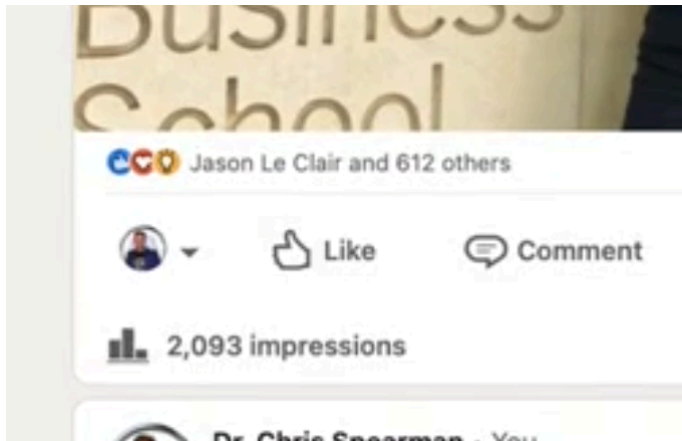
Engage Influencer list prior

Engage with your own post



Engagement Pods (beware).

Engagement doesn't = reach or results.



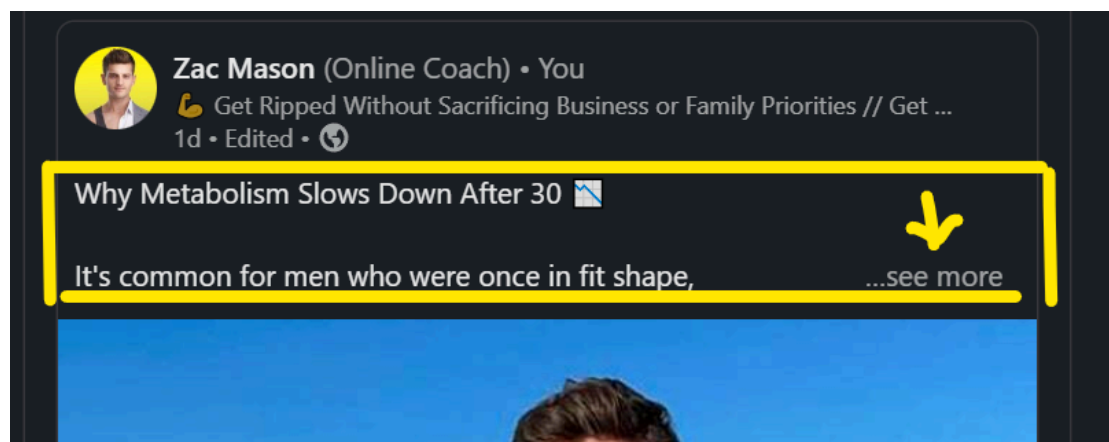
Repost top content later = hit and miss

Direct Offer posts = inbound leads

- Message me "X" for XYZ.
- Qualify in the DM's
- Get email
- Send offer + pitch

Content quality

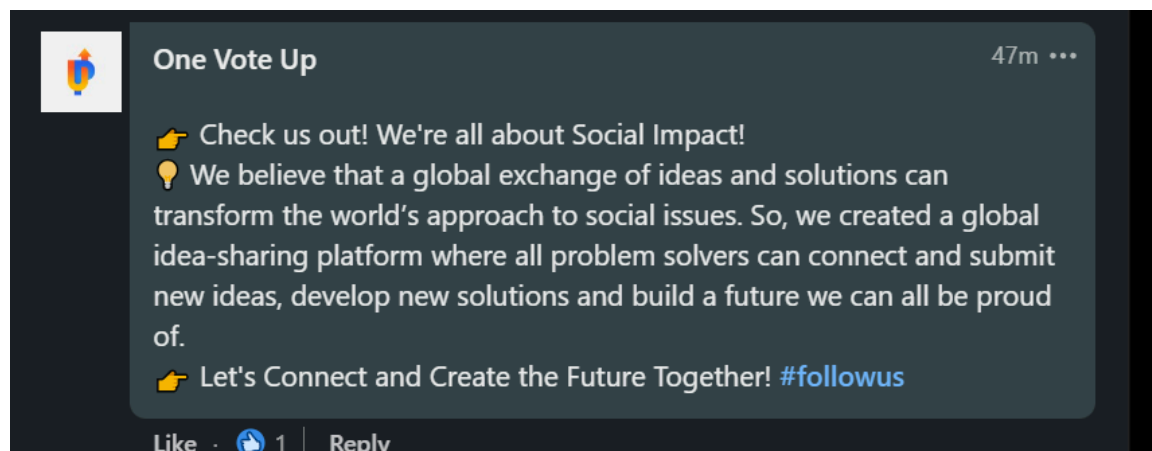
- Headline + above the fold (change within 30mins if impressions and engagement is low)



What to write about?

- Practical solutions people can do immediately
- Belief shifting topics
- Objection handling topics
- Social proof and results
- Stories (personal or others)
- How I did xyz (document style).
- **Funny stuff for engagement/personality.**

DON'T BE AN AI ROBOT (or at least, don't look like one).



Engagers aren't always buyers.

Most of my clients never like or comment on my posts. But they see my posts because others engage.

Newsletters

= Emails all subscribers





Thanks for coming.

Message me on LinkedIn if you have any questions.

(If you're lucky... I might even share more of my secrets with ya).